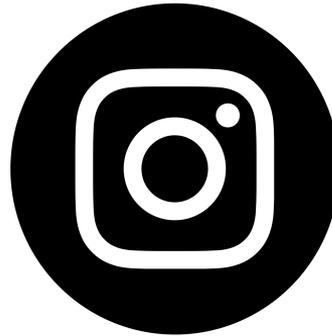


Latest Marketing Strategies on Instagram



New Trends

If you want to get the most from your Instagram marketing strategy in 2022, you've come to the right place. In this article, we're going to share the top Instagram marketing trends to watch in 2022, so you can get more followers, increase engagement, and earn more revenue from the platform.



Instagram Link Stickers Will Grow in Popularity

A year ago, we predicted that more brands would use the swipe-up feature to create links in their Instagram Stories, rather than having to rely on a solitary link in their bio. However, Instagram had other ideas about this. They retired the swipe-up feature last August, although not before introducing an exciting new way for brands and influencers to include links in their Stories.

Link Stickers are the latest interactive stickers you can add to your Stories. Like most Instagram stickers, Link Stickers have a relatively consistent look – a rectangular block with a URL on a white background. Users can tap on the sticker, and Instagram will transport them to the chosen web page.

More Marketers Will Use Twitter Card Previews on Instagram

Twitter may not have the reach and popularity it once did; however, it is still a favored platform by marketers. Instagram has now made it easier (once again) to promote your Instagram posts on Twitter, with post previews.

Instagram Stories May Become Longer

As 2021 draws to a close, Instagram is testing 60-second Stories. Previously, they broke longer videos in Stories up into 15-second chunks. Allied with this, you can now add music and effects to a full video, no longer restricting yourself to overlaying the 15-second segments.

This gives the people who view your Stories opportunities to watch with fewer interruptions. It also offers new opportunities for you to create content that tells your story and pique the interest of your target audience.

Brands and Creators Will Connect Better on Instagram Using the Platform's New Branded Content Features

Instagram trialed various branded content features over 2021. As a result, they now have new tools that help creators and brands connect and collaborate on the platform through brand partnerships, commerce, and more.

Creators can now add participating brands they're interested in working with to their preferred brands' list, giving them priority when brands search for creators.

Creators Will Increase Their Use of Instagram's Affiliate and New Shop Features

Instagram introduced multiple ways for creators to earn an income on the platform in 2021. One advance was the capability for select creators to tag products from the brands they work with or use Shops if they have their own product line.

Instagram is now testing a native **affiliate marketing** tool that allows creators to discover new products available on checkout, share them with their followers and earn commissions for the purchases they drive. When people come across an affiliate post from a creator featuring a tagged product, they see "eligible for commission" at the top of the post, making it clear that their purchases help support that creator. This provides a new way to partner with and reward creators who share their products.

**How Instagram
Algorithm works and
below profiles have used
it for better reach**

Ways to Improve Your Ranking with the Instagram Algorithm in 2022

If you want to improve your ranking with the Instagram algorithm, the best thing you can do is drive as many interactions (likes, comments, saves, and clicks) as possible.

And by building momentum with your existing community, you'll soon find your content surfaced to new audiences.

Here are six ways to improve your algorithmic ranking and reach new audiences

- **Consistently Share Instagram Reels**

- Instagram Reels are still being heavily promoted by Instagram across the entire app experience.
- Plus, Reels get twice as much real-estate in the Instagram Explore page – making them a major tactic for discovery and growth.

- **Encourage More Interactions with Instagram Stories Stickers**

- Instagram Stories stickers are a great way to encourage audience engagement — and the more engagement your posts get, the higher they'll be boosted by the Instagram algorithm.
- There are lots of Instagram stickers, but the best ones for driving engagement are the poll, emoji slider, and question stickers.
- Poll and emoji slider stickers are a quick and easy engagement win, and can work for almost any business or brand.
- Question stickers may not be as quick to take part in, but they can be just as good at driving genuine engagement with your audience, which is highly valuable for the Instagram algorithm.
- TIP: Include a sticker on your first story for an added boost!

Here are six ways to improve your algorithmic ranking and reach new audiences

- **Drive Conversations with Engaging Captions and Comments**

- Instagram has confirmed comments and likes are important when it comes to feed ranking — so it's a great idea to encourage as many as possible for your posts.
- One of the best ways to do this? Write good captions that drive engagement.
- This could be as simple as asking your followers to share their thoughts, double-tap if they agree, tag a friend in the comments, or click the link in your bio.

- **Add Hashtags and Keywords to Your Posts**

- Adding hashtags and keywords to your posts is an effective way to reach more people on Instagram, which means more “views” for the Instagram algorithm to take into account.
- And with a good hashtag and keyword strategy, you won't just reach more people — you'll reach people who are relevant to your business, and most likely to engage with your content.

Here are six ways to improve your algorithmic ranking and reach new audiences

- **Cross-Promote Your Instagram Content**

- If you're looking for a quick and easy engagement win to help boost your algorithm ranking, cross-promoting your Instagram content is a great place to start.
- As Instagram has grown, so too has the number of channels that you can share content: feed, stories, Guides, and Instagram Reels.
- Instagram Collabs feed posts (with co-shared authorship) are also an incredible new way to reach new audiences.

- **Use Instagram Analytics to See What's Working**

- Tracking and monitoring how your content is performing on Instagram is one of the most reliable ways to take on the Instagram algorithm.
- Truly understanding how your content performs – by tracking key metrics over time – is vital to knowing what helps improve your ranking.
- The easiest way to do this? Later's Analytics feature.
- With Later's Instagram Analytics you get a visual overview of how your posts and stories are performing – all in an easy-to-use dashboard.

Top 5 Instagram Accounts (Health & Fitness)

IG Username	Name	Followers	Following	Avg. Likes	Avg. Comments	Avg. Engagement	Est. ER%
ebenezersamuel23	Ebenezer Samuel, CSCS *	3,34,819	1,922	725	14.08	739.08	0.22
emilyskyefitness	EMILY SKYE Fitness Health	3,93,983	13	2,952	56.67	3009.42	0.76
fitnessquotes.daily	DAILY MOTIVATION	24,061	470	362	4.58	366.58	1.52
thegoodbodydotcom	The Good Body	4,187	105	4.67	0.67	5.33	0.13
itsjudinesaintg	judine 🧘💛	18,193	2,153	377.42	81.17	458.58	2.52

No. in
Millions

Top 5 Instagram Accounts (Organic Food)

IG Username	Name	Followers	Following	Avg. Likes	Avg. Comments	Avg. Engagement	Est. ER%
organictraditions	Organic Traditions	26553	3540	5998.4	93.33	6091.75	22.94
rebbi	REBBL *	100316	1414	121.08	98.42	219.5	0.22
nutbar.co	nutbar, a superfood cafe	19018	984	120.17	5.25	125.42	0.66
oatbox	Oatbox *	36897	976	74.08	55.83	129.92	0.35
risekombucha	RISE Kombucha	27320	1341	47.67	2.08	49.75	0.18

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Millions

Top 5 Instagram Accounts (Non-Profit)

IG Username	Name	Followers	Following	Avg. Likes	Avg. Comments	Avg. Engagement	Est. ER%
worldbicyclerelief	World Bicycle Relief *	41446	367	198.92	3.58	202.5	0.49
neverthirst_water	neverthirst	5430	912	51.17	1.17	52.33	0.96
world_help	World Help	7072	161	38.25	0.75	39	0.55
rootsandshoots	Roots & Shoots USA	39608	421	123.42	1.25	124.67	0.31
twloha	To Write Love on Her Arms. *	260052	357	990.92	4.92	995.83	0.38

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Thank you...